

TEN YEARS IN MOTORDOM.

What This Period of Time Has Meant to the Industry.

Henry M. Leland, advisory manager of the Cadillac Motor Car Company, says: "From practically insignificant ten years ago to one of the world's greatest industries is a brief history of the motor car. The rapidity of the growth has immeasurably surpassed that of any other industry in the world's history. Ten years ago the automobile was the subject of sneers and derision. To-day it ranks as one of the fastest methods of transportation or travel. Ten years ago the automobile had not yet acquired the title which was assigned it only a few years later: 'The rich man's plaything.' To-day it is even more than the rich man's luxury. It is the world's necessity."

Ten years ago the owner of an automobile was the butt of the jester. To-day he is the envy of his friends and neighbors. Ten years ago the motor car was a curiosity, a drive of a few miles without getting stuck was the exception. To-day the tour of a thousand miles or more with nothing to do but start, steer and stop is the recreation of thousands. Ten years ago the use of the motor vehicle during one of the two short periods of the supply of motor cars had not equalled the possible sale, the well being of the industry has suffered much. Because of its apparently rosy future, many were misled into the belief that it was any man's business.

The result has been that automobile manufacturers have been springing up in every nook and cranny of the country. Equipped with a few blue prints, a breast drill, a file and grinders, they announce to the world their new "marvelous" car. Maybe they build some eventually. Maybe they build a lot and sell a lot of them. What happens? It's a black eye to the industry. The buyers either become anti-advertisements for the automobile in general or their appetites are whetted just enough to make them want a real motor car. It is difficult to determine which outbalance the other.

The real motor car, the one that is a credit to its maker and to the industry, must be something more than a mere assembly of components obtained indiscriminately, a motor here, a transmission there, an axle some place else, and a score or more of other parts, in as many different places. In the right kind of a motor car, the constant, the dependable and the economical car, every individual piece, down to the last nut and screw, must be made to work in harmony with every other part. The car can be the result only of experience, equipment, skill, know-how and organization, essentials which are not obtainable in a day, a month or a year.

The upbuilding of an equipment and an efficient organization, the kind that it takes to manufacture motor cars that will be what they ought to be, is a slow and tedious process. It requires study, hard work and lots of it. It requires skill. The past ten years have recorded remarkable developments. The next ten, yes, the next two or three, will record many more, but along somewhat different lines. The past has seen developments in the motor car itself. The next few will see changes from a business standpoint. It will see a gradual elimination of the unworthy and the unfit, for only the good endure.

Now that the circus methods have come to an end in the automobile industry except perhaps for a few last spools from the retiring barkers we are getting down to brass tacks in the entire business of making and selling automobiles. Ten or twelve years ago men rushing into the automobile game just as in "do thousands descended on California like clouds of locusts. Any sort of car was made and sold to the public at any price that the rhetoric slinger could persuade them was right.

In the factory there was no check on management, no economy, just needless waste and extravagance wherever one turned an eye. In this feverish headlong race to flood the market the promoters started stock schemes, chased every wild idea of construction that could be turned into white lines on a blue print and when the car was finally turned out the owner paid not only for the car but for the lack of a system in the factory that produced it.

STRAWS DOWN AUTO ROW.

A View of Things by Fred W. Haines of the Regal Motor Car Company.

"The freshish in automobile construction," says Fred W. Haines, the general manager of the Regal Motor Car Company of Detroit, "has gone the way of the pumpkin. The freaks in automobile manufacture have gone the way of other circus tagged promoters. The man or woman who needs an auto wants a serviceable machine, beautiful in its lines, powerful, durable and economical. The demand has brought about a standardization in auto building which in its turn has forced the wildest speculator from the automobile field.

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Just like smothering your face against a stone wall in the dark, the change came. It took many years to bring it about, however, but the American public knows what it wants now and knows where it can get the quality that makes the price asked not price with a reasonable margin of profit added. With an efficient system of organization governing the entire business, the automobile purchaser is getting benefits he hadn't the nerve to ask for a few years ago.

Standardization is the keynote of the whole reformation in the automobile field. That is what made possible the first priced car of high quality, you call it the popular priced car because its price tag names a figure that is within the reach of the great number of possible automobile owners. Not can buy cars on the market to-day at regular prices that are the result of standardization and design of the cars that were selling for \$2,000 a few years ago.

Take the Regal as an example of a touring car, seating seven passengers, selling for \$1,450 and the Regal as an example of a first-class touring car, seating seven passengers, selling for \$2,000 and containing features of construction that exceed anything \$2,000 roadsters have to offer.

Standardization and work in a daylight factory made this possible. Regal cars have never been out of the reach of the man with the average salary.

FIAT RACERS PREPARING.

Engineer Returns From Inspection of Speed Cars at Turin.

Chief Engineer Marainio of Fiat, returned to this country last Tuesday on the Knickerbocker. After a three months' tour to the parent plant of the Fiat concern at Turin, Italy, and has again taken up his duties in the Fiat plant at Poughkeepsie. He found that the new Fiat racing cars for the Grand Prix road race at Savannah next fall are well under way at the Turin plant and that Felice Nazzaro hopes to begin trying them out in about a month.

David Bruce-Brown, the young New Yorker, who will drive Fiat cars in road and speedway races this year, was at Turin just before Chief Engineer Marainio left there and returned to this country. Mr. Bruce-Brown was greatly interested in the tour of the Fiat concern, and he is one of the team mates in the Fiat cars that will compete for the great international speed.

RUNABOUT SPECIAL SERVICE.

Frank Briscoe, Brush Company's President, Discusses It.

Says Frank Briscoe, president of the Brush Runabout Company: "The modern runabout is a car of utility and economy. It has become a form of transportation indispensable to thousands of persons in their business life and equally valuable in the delivery of light merchandise. No one type of vehicle has made such a potent appeal to the man who must move quickly from place to place. Its right to perform such work is undisputed and its future is unlimited."

"In their efforts to standardize the building of automobiles the manufacturers generally have not aimed public or taste upon certain conventional types of cars. Four and five passenger cars are in great demand and thousands of them have been put to work in ways that either enlarge their owner's capacity for work or bring immediate return by their economy of operation and their range of service far exceeding that of a horse and wagon."

"However successful these types of cars may be, they do not and cannot enter the field of the low priced, economical runabout. A runabout simply but thoroughly constructed, designed to meet the requirements and the pocketbook of the man who uses a horse and buggy, is the greatest economic force in modern transportation."

"Confectioners, collectors, salesmen, doctors, mail carriers and men of every conceivable profession have found that these cars actually save them money. A two passenger car with moderate space for a carrying compartment in the rear transports salesmen with their samples or small packages in an excellent manner. They find extensive use in the city as well as in the country."

"In building such a car there are many factors which cannot be overlooked. They are essential features and not to vital to the car that is used for pleasure purposes. Ordinarily a radical departure from common practice does not commend unusual respect. This is due to the fact that the public taste seems to keep in line with the average type of automobile production, but there have been illustrations of manufacturers adhering to the perfection of an original idea and attaining great success."

"This invariably results in a distinctive production, one of limitation or an innovation of any other automobile, yet unusual design and construction like the Brush runabout provide sturdiness and reliability to a marked degree."

"Simplicity is the keynote of the utility runabout. Whatever is simple is easily cared for by a person of ordinary intelligence. This wooden frame and axle design must properly have no superfluous steel when used in light runabouts. Coil springs have proved better than any other type of car of this kind. It is also possible to obtain great smoothness in running by the use of a moderately powered motor with a proper balance gear."

"A single adjustment that enables a novice to align a wheel in case of accident or runabout is a curb is a gain in favor of such a runabout. These are elements of design which make a big appeal to the man who cannot devote much time to maintenance to the man who wants quicker and more reliable transportation."

\$225,000,000 IN CARS.

Prediction of Value of 1911 Output Made by Keller of the E-M-F.

"That America leads the world in automobile manufacture has been demonstrated conclusively by the incontrovertible evidence presented at the many shows which have been held throughout the country during the last few months," says George E. Keller, general sales manager of the E-M-F Company. "Much has been said and written relative to foreign cars being better constructed than are those of America. This condition may have existed during the infancy of the industry, but if America was a little slow in getting started, it did not take long for the American designer to catch up with and pass his foreign competitor."

"Eleven years of progress since the holding of the first automobile show has brought about a wonderful advance. Half of that time the progress was comparatively slow, but during the last five years gigantic strides have been made by the big organizations that have been making and marketing American motor cars. New industrial captains, great engineers, skilled workmen and the finest of machinery have contributed to the almost perfect car of to-day. The automobile is no longer a luxury, but has become a necessity, ranking in usefulness with the railroad, telephone, steamboat and telegraph. Anything becomes a necessity that bridges distance and annihilates time."

"In materials the merits of the American cars have advanced wonderfully, the steels and other articles used having been improved until they supply the maximum of efficiency. For design, it cannot be denied that American body designers are in a class by themselves, and where four or five years ago we copied the foreigners the recent shows prove that it is the American who is now being copied. For quality the American maker, whether he builds a car at \$500 or at \$2,000, does his best to no cars such as the E-M-F 30, selling at \$1,000 and \$1,100, and the Flanders 20, listed from \$700 to \$900, have revolutionized the industry and have done much to popularize the American car. Foreigners cannot compete with such cars because the European manufacturers do not produce in enormous quantities and consequently cannot buy crude materials at rock bottom prices."

"Each year has seen the quality of all good cars improved, whether the improvement has been in steel, leather, wood, rubber or paint. Naturally, prices have not come down with a third as the public would like, but it has been because better cars were being built. There is not likely to be a very much reduction in the price of motor cars in the future because the price of raw materials has been coming up considerably, offsetting in a large degree the decreased cost in manufacturing which comes from greater production. The purchaser can feel assured, however, that the American motor car builder is giving him the very best machine in the world at the price."

"Enthusiasts and foreign manufacturers may declare that because of the rapidity with which the American car is being produced, the best in finish and design is neglected. This is a fallacy, as is evidenced by the workmanship and finish of nearly all the American cars. The high grade American workmen, together with the very high class American machinery which the modern American factories are equipped, all tend to bring cars through at a standard high level. The fact that standardization and interchangeability are among the features that recommend the product to the most discriminating purchasers."

"Four or five years ago the buyer was not sure of securing duplicate parts, but the reverse is true to-day. The buyer of a new car may desire parts that have never been made before, but he knows that they can be obtained and furthermore that they will fit. People who are in a position to study the automobile industry and who are well acquainted with its past, make the prediction that 1911 will go down in the history of the automobile industry as the inception of the automobile in this country. It is certainly safe to predict that at least, if not more than, 200,000 cars will be made and sold in this country during 1911. Their value will be over \$225,000,000."

These are gigantic figures even in these days of big business transactions, but they are not exaggerated. The fact that so far as production and buying is concerned, it has passed its infancy and is in the stage of maturity in the matter of perfection and standardization."

3,000 MILES IN A CHAMBERS.

Record of a Touring Trip Carefully Kept by Owner on Long Jaunt.

A recent visitor at the Chambers factory was George B. Isham of New Brunswick, N. J., who has just finished an 8,000 mile trip through the West. Mr. Isham left New Brunswick, N. J., last July, driving his Chambers 30 to Detroit and through Michigan, eventually going to Milwaukee and thence to Minneapolis. After a stay of a week or so in Minneapolis he made a trip to the north end of Lake Superior.

In South Dakota he picked up a friend, also the driver of a Chambers 30, and together they continued to El Paso, Tex., and thence north to Los Angeles, California, and is now on his way back to New Brunswick.

He has kept an accurate account of all

ROADSTER \$1,150

Fore-Door Roadster \$1,200

Touring Car \$1,400

Pony Tonneau \$1,450

Torpedo \$1,500

All fully equipped—Bosch Magneto, Top, Presto-O-Lite Tank, Windshield added to both Roadster models.

See the Triangle on the Radiator

Hudson "33" Torpedo, \$1,500

Fully equipped—Bosch magneto Top and Presto-O-Lite Tank.

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UNITED RUBBER CO., 250 West 54th St., New York

MAXWELL Commercial Delivery Cars, body, suitable dry goods, grocery, etc. overhauled or repainted. ALTMAN, 2148 B'way, 7th fl.

FOR SALE or RENT—One ten Cadillac touring car, 1908 model, excellent condition. JONES CARTER, Garage, 75th St., Broadway.

FOR SALE—Automobile locking device saves great opportunity for young man with capital. Address: 121 N. 11th St., Philadelphia.

EVERETT Thirty cars, 1910, dem. 1000000. 1911, 5 passenger, \$1,000; new, 1700 B'way.

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HIRE A PACKARD, 1910. Elegant seven passenger Landaulet by hour, week, month; very reasonable; high class service.

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STUDEBAKER WIND SHIELDS. \$3.50.

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Automobile instruction.

First owners, prospective owners, students. 100% guarantee. WEST SIDE Y. M. C. A., 315 West 87th St.

EVERYBODY LOVES A WINNER.

In previous advertisements we have told you how important it was for prospective purchasers of HUDSON cars to secure an early delivery date.

We told you as earnestly as we could just how hard it was going to be for us to deliver all the HUDSON cars ordered for April and May. We tried to make clear the fact that the HUDSON delivery situation was a serious matter for both you and ourselves.

We naturally expected a prosperous season—the HUDSON warrants all the good things people say about it. Proof of this is found in the large number of orders we are taking every day.

We have instituted an advertising campaign for the purpose of facilitating deliveries. We are doing everything possible to avoid disappointing those who want to buy a HUDSON car and "own a winner." Will you be one of the fortunate?

You will remember that we say nothing about the mechanical features of the HUDSON—the remarkable efficiency of the HUDSON is a well-established fact—appreciated by all those who KNOW motor car values.

At this time, we are mainly interested in facilitating deliveries—in helping our customers to get their cars.

That is why we ask you to come in now and get a fixed delivery date. The longer you delay, the harder it is going to be to get your HUDSON car—the longer you will have to wait before you, too, can "drive a winner."

See the Triangle on the Radiator

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